

### ABSTRACT

A system and method for synchronizing interactive content with particular scenes in a television program for use with an interactive television system. An HTML page displays both the television program and interactive functionality which allows the presentation to the user of specific information, such as facts and observations, which is synchronized to and interrelated with particular content within the television program. The system and method enables the user to enter responses to program-related questions and can be utilized for implementing a rewards-based user-interactive viewing experience. The system and method also enables an advertiser to synchronize advertisements to particular scenes within a television program, thus allowing the advertiser to tie products to the program the user is viewing.